

WISCONSIN FBLA PROGRAM OF WORK

2013-2014

Goal Statement No.	Service
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OBJECTIVES	ACTIVITIES	TIME LINE	RESPONSIBILITY	BUDGET	EVALUATION
<p>Increase the statewide donation of funds to charities of choice</p> <p>Increasing March of Dimes awareness</p>	\$5 will be donated from ticket sales from CTSO night with the Bucks	TBD	all		Amount raised
	All proceeds from Miracle Moment at RLCs and SLC go to March of Dimes.	February/April	Region VPs, Alex		Amount raised
	Encourage Local chapters to partner with local charities	Ongoing	all		Local Chapter Annual Business Report (LCABR)
	Mini Walk at SLC	SLC	State Committee		Participation numbers
	Miracle moments at RLCs and SLC	RLCs, SLC	Region VPs, Alex		Amount raised
	Acknowledge chapters at SLC for their efforts in raising money locally	SLC	Alex		Announced at Closing
	Encourage chapter participation in March of Dimes March for Babies	Ongoing	all		LCABR
	Organize March of Dimes speaker at SLC	Closing Ceremony of SLC	Alex		Wisconsin FBLA eBulletin (WFeB) article April/May

	Organize March of Dimes speaker at RLC	RLC opening	Region VPs		Regional recaps at Spring Executive Board Meeting
	Promote March of Dimes through WFeB articles and regional newsletters	Ongoing	Region VPs, Alex		Published and available online
	Promoting March of Dimes through social media	Ongoing	All		10 Tweets in TweetDeck by August 7th

WISCONSIN FBLA PROGRAM OF WORK 2013-2014

Goal Statement No.	Education
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OBJECTIVES	ACTIVITIES	TIME LINE	RESPONSIBILITY	BUDGET	EVALUATION
Promoting Business Achievement Awards (BAA)	Speeches promoting BAAs at NLC Wisconsin meeting, and at the Fall Executive Board Meeting	June/Nov	Alex		50% increase participating chapters
	Promotion through President's message WFeB, regional newsletters	Ongoing	Chelsea/Regional hosts/All		Published resources online
	Incorporate BAAs into workshops at Fall Leadership Lab (FLL) and Wisconsin Fall Leadership Conference (WFLC)	Oct/Nov	Selected officers		Reviewing officer scripts for workshops

Educate students about the proper ways and benefits of wearing proper business attire	Promote the BAAs through social media venues such as Facebook and Twitter	Ongoing	All		15 posts total, 5 in TweetDeck August 7 th
	Recognize top 5 participating chapters in Wisconsin at SLC	SLC	Molly		Announced at Voting Session
	Incorporate dress for success into all conferences	FLL, WFLC, RLC, SLC	FLL Eau Claire- Tana FLL Appleton- Meagan FLL Milwaukee- Alex WFLC-Molly RLC- Regional Hosts SLC- Dave		Verbal recognition and certificates at FLL, WFLC; Verbal recognition and entered in drawings at RLC and SLC
Increase awareness and participation of American Business and Enterprise	Promotion of Virtual Business Challenge, Lifesmarts, American Enterprise Project, and Stock Market Game	Ongoing	All		Participation numbers
Promote Use of the State Website	Promote Resources available to chapters	Ongoing	All		Track link statistics
	Improve State website layout	Ongoing	All/ State Office Staff/Sam		Survey of students and advisers after conferences
Increase awareness of post-secondary opportunities for FBLA members	Create a future fair at RLC	RLC	Regional Host		Regional Recap
	Continue hosting a future fair at SLC	SLC	State Committee		SLC Recap in May WFeB

Promoting the benefits of membership	Promote PBL at SLC and/or RLC	RLC, SLC	All/Alex/Chelsea		PBL Representative at SLC
	Each officer should complete a service club/community organization presentation	Ongoing	All		E-mail Chelsea and Dave describing the experience by SLC (Plan submitted by Nov 1)
	Promote using social Media	Ongoing	All		Include in all Tweets
	Each officer must visit or communicate with at least one new or inactive middle/high school chapter	November 1	All		E-mail Chelsea and Dave describing the experience
	Continue composing the WFeB every other month	September November January March May	Cheyenne/All		Published online and emailed to chapter advisers and officers, Review statistics
Increase awareness of FBLA-PBL foundation	Each region will distribute four newsletters to the advisers and local chapter presidents throughout the FBLA year to their region	Sept/Oct Nov/Dec January March	Region VPs		Published online with a copy sent to Chelsea and Dave
	Public recognition for NLC stipends to Wisconsin FBLA-PBL Foundation, Inc.	July 10	All		Direct Tweets and posts on social media

Expand knowledge of FBLA organization and programs	Promote available Innovation Grants through social media, workshops, and speeches	April	All		Participation statistics, display winning videos at SLC closing
	Officers will present workshops at FLL and WFLC	Oct/Nov	All		Review officer scripts
	Have video conference communication among state officers, chapter members, state officer candidates, and other interested FBLA members	Ongoing	All		Track number of Skype requests and describe the experience to members of the team

WISCONSIN FBLA PROGRAM OF WORK 2013-2014

Goal Statement No.	Progress
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OBJECTIVES	ACTIVITIES	TIME LINE	RESPONSIBILITY	BUDGET	EVALUATION
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Social Media Push	Regional Facebooks	Ongoing	Region VPs		September 1
	Officers will post regularly on the Wisconsin FBLA Facebook page	Ongoing	All		Post at least once a month
	Officers will continue to use their professional Twitter accounts for members and chapters to follow	Ongoing	All		50 Tweets per officer
	Officers will participate in Skype conferences with three local members and the local advisor.	Upon request	All		Description of experience to teammates
	Promote Skype through regional newsletters, social media updates, President's message, flyer at NLC, and the WFeB	Ongoing	Chelsea/All		5 Tweets in TweetDeck by August 7, pass out flyer at NLC Wisconsin Meeting
	Promote and utilize the Facebook and Twitter pages at State Conferences	Ongoing	All		Officers will Tweet and post regularly during conferences using sponsored hashtags
Chapter Recognition	Track chapter achievements, forward photos to Reporter, acknowledge through social media.	Ongoing	Cheyenne/All		Slideshow at SLC and social media posts
Strengthen relationships with ML, PBL, Professional Divisions	Create separate tracks for ML members at FLL and WFLC	FLL, WFLC	All		Survey advisers and members at conferences
	Send letters to high schools whose districts have a high school FBLA chapter but no middle level.	October 1	All		Two per officer

Strengthen partnerships with professional organizations	Invite a PBL chapter to have a booth at a future fair or conference	RLC, SLC	Regional hosts/All		Presence of PBL at Future Fairs and conferences
	Invite professional members to speak at SLC	SLC	Chelsea		Officer Installation and workshops.
	Distribute professional division brochures to community members and local professionals	Ongoing	All		5 per officer
	Encourage local chapters to partner with local businesses	Ongoing	All		LCABR
	Initiate statewide organizational partnerships and collaborate with CTSOs	Ongoing	All		End of year report
Increase membership	Promote February Frenzy	February 28	All		Article in March WFeB
	Membership Madness, Membership Mania	April 1	All/Chelsea		Update report to be sent to National Office
	Encourage chapters to recruit members early in the year.	Prior to November 15	All		5 tweets in the Tweetdeck by August 7
Collaborate with other CTSOs in order to advocate for the benefits of high school students and Career and Technical Education	Common social/educational activity, fundraiser, and advocacy resources	Ongoing	All		LCABR
	Continue participation in Legislative Day	February 6	All		Visit to legislators

Improve communication between members	Compose a list of chapter presidents' emails/ member emails	September 30, November 30	All/Molly/Chelsea		Google Survey
	Video updates	Ongoing	All/Chelsea		Post to President's Youtube channel
	Encourage general feedback by using a Google survey	Survey created 30 days prior to all conferences	Sam/All		Incoming officer team will review comments, place link to survey in event programs

